

WHAT IS CLAIMED AS NEW AND DESIRED TO BE SECURED BY LETTERS
PATENT OF THE UNITED STATES IS:

1. A packaging device for a product comprising:

a support having a generally planar shape in the form of a plate having two faces, said support including at least one cavity, wherein the depth of the cavity is less than or equal to a thickness of the plate extending between said two faces, said cavity opening on at least one face of said two faces of the support at a first aperture, and wherein said cavity contains a product;

the device further including an applicator for the product, wherein said applicator is connected to the support by a junction area which is breakable so as to detach the applicator from the support.

2. A device according to claim 1, wherein the applicator is formed as an extension of the support and has a thickness less than or equal to that of the support.

3. A device according to claim 2, wherein the applicator includes an elongated handling portion and at least one applicator portion formed at an end of the handling portion.

4. A device according to claim 3, wherein the applicator portion includes at least one of a foam material, a woven material, a non-woven material, a flock material, and bristles.

5. A device according to claim 1, wherein the junction area includes an area having a thickness smaller than that of the support.

6. A device according to claim 5, wherein the junction area extends continuously along the applicator.

7. A device according to claim 1, wherein the junction area extends continuously along the applicator.

8. A device according to claim 5, wherein the junction area includes a plurality of tabs spaced along the applicator.

9. A device according to claim 1, wherein the junction area includes a plurality of tabs spaced along the applicator.

10. A device according to claim 1, wherein the cavity extends through said support and opens on both of said two faces of said support, and wherein said cavity opens at a second aperture on a face opposite to the face having said first aperture, and wherein an adhesive sheet closes off the second aperture and forms a bottom of the cavity.

11. A device according to claim 10, wherein the adhesive sheet at least partially delineates a housing designed to receive the applicator.

12. A device according to claim 11, wherein the housing is delineated by a rolled-back end portion of the sheet which is rolled back on itself to form a tubular housing.

13. A device according to claim 12, wherein the rolled-back portion has an edge glued to the sheet, the rest of the rolled-back portion not being coated with glue.

14. A device according to claim 11, wherein the housing is partially delineated by a portion of the sheet which is not glued to the support, and partially by an area of the support located opposite the portion of the sheet.

15. A device according to claim 14, wherein the area of the support which partially delineates the housing is an area of one of the faces of the support.

16. A device according to claim 14, wherein the area of the support which partially delineates the housing is an area of an end surface of the support.

17. A device according to claim 11, wherein the device further includes a lid generally planar in shape and having two faces, and wherein the lid is articulated to the support.

18. A device according to claim 17, wherein the adhesive sheet is partially glued to a face of the lid so as to form the articulation between the support and the lid.

19. A device according to claim 10, wherein the device further includes a lid generally planar in shape and having two faces, and wherein the lid is articulated to the support.

20. A device according to claim 19, wherein the adhesive sheet is partially glued to a face of the lid so as to form the articulation between the support and the lid.

21. A device according to claim 1, wherein the device further includes a lid generally planar in shape and having two faces, and wherein the lid is articulated to the support.

22. A device according to claim 21, further including a label forming a mirror glued to one of the faces of the lid.

23. A device according to claim 22, wherein the label forming a mirror is partially glued to one of the faces of the support so as to form the articulation between the support and the lid.

24. A device according to claim 18, further including a label forming a mirror glued to one of the faces of the lid.

25. A device according to claim 1, further including a detachable seal closing off the first aperture in a detachable manner, said seal being removed before use in order to access the product.

26. A device according to claim 1, wherein said cavity contains a make-up product.

27. A device according to claim 1, wherein said device holds a make-up sample.

28. A packaging device for a product, including:

a support generally planar in shape and having two faces, the support being traversed by at least one cavity which opens on each face of the support via a first aperture and a second aperture, and wherein the cavity contains a product; and

an adhesive sheet at least partially adhered to a face of the support so as to close off the second aperture, and wherein the sheet is glued in a manner such that it delineates, at least partially, a housing designed to receive an applicator.

29. A packaging device for a product comprising:

a support having a first face and a second face, said support including at least one cavity extending at least partially through said support and opening on said first face at a first aperture, wherein said at least one cavity contains a product;

an applicator for applying the product;

wherein said packaging device further includes at least one of:

(i) a breakable junction coupling said applicator to said support, wherein upon breaking of said junction said applicator is detached from said support and is freed for use in applying said product; and

(ii) an adhesive sheet at least partially adhered to one of said first and second faces of said support, wherein a portion of said sheet at least partially defines a housing for receiving said applicator.

30. A packaging device according to claim 29, wherein said device includes both said breakable junction and said adhesive sheet whereby, prior to a first use, the applicator is separated from said support by breaking said junction, and thereafter, said applicator can be stored in said housing.

31. A packaging device as recited in claim 30, further including a removable seal which covers said first aperture to cover said product prior to use.

32. A packaging device according to claim 31, wherein said cavity extends through said support and opens on said second face at a second aperture, and wherein said adhesive sheet covers said second aperture to close said second aperture on said second face.

33. A packaging device according to claim 30, wherein said cavity extends through said support and opens on said second face at a second aperture, and wherein said adhesive sheet covers said second aperture to close said second aperture on said second face.

34. A packaging device according to claim 30, wherein said product is a make-up product.

35. A packaging device according to claim 29, wherein said product is a make-up product.

36. A packaging device according to claim 29, wherein said packaging device includes said adhesive sheet, and wherein said cavity extends through said support and opens on said second face at a second aperture, and further wherein said adhesive sheet covers said second aperture to close said second aperture.

37. A packaging device according to claim 36, further including a lid, and wherein said adhesive sheet is attached to a portion of said lid such that said lid is articulated to said support by way of said adhesive sheet.

38. A packaging device according to claim 37, wherein in a closed position said lid at least partially covers said first face of said support and extends over said first aperture.

39. A packaging device according to claim 38, further including a removable seal that extends over said first aperture to removably close said first aperture, and wherein in said closed position said lid covers said removable seal.

40. A packaging device according to claim 36, wherein said housing is disposed on an edge face of said support.

41. A packaging device according to claim 36, wherein said housing is disposed on one of said first and second faces of said support.

42. A packaging device according to claim 29, wherein said first and second faces of said support are flat.

43. A packaging device according to claim 29, wherein said packaging device includes said breakable junction.

44. A packaging device according to claim 43, wherein said breakable junction extends continuously along an edge of said support.

45. A packaging device according to claim 43, wherein said breakable junction includes a plurality of spaced tabs extending between said support and said applicator.

46. A packaging device according to claim 43, wherein said first and second faces of said support are flat, and wherein said applicator includes two flat faces.

47. A packaging device according to claim 43, further including a removable seal that removably closes said first aperture.

48. A packaging device according to claim 47, further including a lid, wherein said lid covers said removable seal in a closed position, and further wherein said lid is articulated to said support by an adhesive sheet.

49. A packaging device according to claim 47, wherein said product is a make-up product.